

-13-

What is claimed is:

1. A method of selling items comprising the steps of:
  - (a) providing an e-tailing system for displaying information relating to items available for purchase, and for receiving and processing orders to purchase such items;
  - (b) providing a hyperlink from a web site to the e-tailing system;
  - (c) at the e-tailing system, receiving a plurality of orders to purchase items, the plurality of orders being initiated by a plurality of purchasers associated with the web site and using the hyperlink to access the e-tailing system from the web site;
  - (d) processing the plurality of orders at the e-tailing system and identifying a corresponding plurality of items purchased; and
  - (e) shipping the plurality of items purchased to a geographical location associated with the plurality of purchasers.
2. A method of promoting and selling the products and services of an e-tailer, the method comprising steps of:
  - (a) providing an electronic retailing architecture;
  - (b) providing a Web site;
  - (c) providing a group associated with said Web site, said group comprising a plurality of people;
  - (d) providing a hyperlink between said Web site and said electronic retailing architecture for ordering goods;
  - (e) a geographical location for receiving said goods.
3. A method according to claim 2, further comprising a step of delivering said goods, the delivering step comprising steps of:
  - (i) packaging said goods into a member package;
  - (ii) packaging said member package into a group package;
  - (iii) delivering said group package to said geographical location.

-14-

4. A method according to claim 3, wherein said group package is delivered in a predetermined interval or period.
5. A method according to claim 2, further comprising a step of providing an Internet service to said group.
6. A method according to claim 5, wherein said Internet service comprises at least one of followings:
  - (i) assisting said group in establishing a Web site;
  - (ii) providing said group with a Web hosting service; and
  - (iii) providing said group with an Internet domain name service.
7. A method according to claim 6, further comprising a step of preparing and maintaining a plurality of Web site frameworks, each of which serves as a basic architecture in creating said Web site.
8. A method according to claim 7, wherein said Web site framework is designed to include said hyperlink.
9. A method according to claim 7, wherein said Web site framework is configured to guide and help said group to create said Web site.
10. A method according to claim 2, wherein said hyperlink is embedded in said Web site as an electronic store.
11. A method according to claim 10, wherein said electronic store includes an electronic store of said group.
12. A method according to claim 2, wherein said group may be an affinity group.
13. A method according to claim 12, wherein said affinity group may be a

-15-

church, a school, or a health club.

14. A method according to claim 2, further comprising a step of posting on said Web site an advertisement and information relating to said e-tailer.

15. A method according to claim 2, further comprising a step of enrolling said group as a membership or partnership entity.

16. A business system for promoting and selling the products and services of an e-tailer, the system comprising:

- (a) an electronic retailing architecture;
- (b) a Web site;
- (c) a group associated with said Web site, said group comprising a plurality of people;
- (d) a hyperlink between said electronic retailing architecture and said Web site for ordering goods; and
- (e) a geographical location associated with said group for receiving said goods.

17. A business system according to claim 16, further comprising an Internet service system for providing an Internet service to said group.

18. A business system according to claim 17, wherein said Internet service comprises at least one of followings:

- (i) assisting said group in establishing a Web site;
- (ii) providing said group with a Web hosting service; and
- (iii) providing said group with an Internet domain name service;

19. A business system according to claim 18, wherein said Internet service system comprises a system for online creating, online updating and online maintaining said Web site.

-16-

20. A method according to claim 16, wherein said hyperlink is embedded in said Web site as an electronic store.
21. A method according to claim 20, wherein said electronic store includes an electronic store of said group.
22. A method according to claim 16, wherein said group may be an affinity group.
23. A method according to claim 22, wherein said affinity group may be a church, a school, or a health club.